

Private Labelling

This is a way to make our product unique so that we can create our own listing on Amazon, as opposed to adding our product to an existing listing (if necessary, refer back the lecture about the two type of Amazon seller)

You cannot Private Label branded products. Only generic products, such as those found on Alibaba and Aliexpress. If buying from Zentrada, usually it's okay to Private Label, but check with the supplier first before placing your order. Kole Imports carries generic items, so you can Private Label their products. When it comes to other wholesalers, very often they carry a mixture of branded and generic items. If you are unsure, play it safe and ASK before you order.

Private Labelling does not need to be complicated or costly because we have a number options open to us.

Option 1 - Affix a unique UPC code over the existing UPC. This is the simplest option.

Option 2 – Stick a logo on the packaging, providing the packaging is plain.

Option 3 – Create a bundle or multipack. By doing so we can create a 'unique' product.

Option 4 – have our own package design created

Option 5 – have a logo on the actual product itself.

Options 4 and 5 (especially 5) would normally require a larger order. Suppliers on Alibaba provide an 'OEM' service for larger orders and this means that they will have packaging made with your own design on it, and/or have the logo printed on your items. In other words 'branding'. Saying that, in an earlier lecture we looked at an emergency fire starter rod where the logo on the product was merely a sticker! Whether or not using a logo sticker on the actual product is a good idea, would depend very much on the type of product you are selling.

Naming your product

For options 1 and 3, you probably won't bother to name your product because you are not really branding anything at this stage. For option 2, you MAY want to create a name for your product.

[Note, there are certain categories that actually require a name. You won't know if this is the case until you get a bit further on in the course, but that's okay. If your category does require a name, just follow the procedure below]

For Options 4 and 5 you will almost certainly be naming your product. You can call your product whatever you like providing the name is not trademarked.

To check this, you can do a 'basic word mark search' for free.

Go here: <https://www.uspto.gov/trademark>

Click on Search Trademark Database (TESS)

Click on 'Search Trademarks'

Select 'Basic Wordmark Search'

Leave the settings as they are, enter your desired name in the field and click 'Submit Query'

View Search History: ▼

☒ Plural and Singular ☐ Singular
☒ Live and Dead ☐ Live ☐ Dead

Search Term:

Field: Combined Word Mark (BI,TI,MP,TL) ▼

Result Must Contain: All Search Terms (AND) ▼

Please logout when you are done to release system resources allocated for you.

For Europe, go here: <https://www.tmdn.org/tmview/welcome>

Find term

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- Available 24 hours a day, seven days a week.
- Updated daily by the trade mark offices.
- Available in at least one official language of each integrated office.

How can TMview help you?

Use TMview to:

- Check the availability of your idea for a trade mark name.
- Find out the goods and services protected by your competitors' trade marks.
- Receive updates on selected trade marks for: Change of status, change of name and end of opposition period.